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# FLORIDA BULB COMPANY

INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA

NEW YORK OFFICE

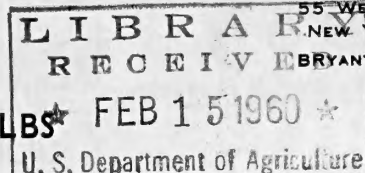
J. B. SECKLER

55 WEST 42ND STREET

NEW YORK 36, N. Y.

BRYANT 9-6041 - 6042

World's Finest  
FLORIDA-GROWN GLADIOLUS BULBS



BRAND: FLORIBULB  
TRANSPORTATION: Full transportation allowance, except west of Rocky Mountains - 50% allowance  
SHIPPING SEASON: Throughout entire year.  
TERMS: 1/10/30  
MIN. QUANTITY: Bulk - 250 bulbs any one size, mixed or color  
Packaged - 1 carton any one size

BOXES: Measurements - Box No. 1 - 3 1/4 x 4 x 1 3/4;  
Box No. 2 - 6 x 5 x 1 1/2; Box No. 3 - 6 x 5 x 2 1/2.  
MESH BAGS: Measurements - Bag No. 4 - 5 x 6;  
Bag No. 5 - 6 3/4 x 12.  
POLY BAGS: Measurements - Bag No. 6 - 6 x 8 1/2, strong, extra transparent.  
DISPLAY: Colorful display cards supplied  
MATERIAL: free-of-charge on items purchased.

## EXTRA SELECTED SUNSET MIXED COLORS

Bulk

COMMERCIAL SIZES	Inches	C.M.	Price Each	Weight Per 1000	Code No.
No. 3	1 - 1 1/4	8-10	1 ¢	30 lbs.	A-1
No. 2	1 1/4 - 1 1/2	10-12	1 1/4	40 lbs.	A-2
No. 1	1 1/2 - 1 3/4	12-14	1 1/2	60 lbs.	A-3
FLORIDA SIZES					
Top	1 3/4 - 2	14-16	1 3/4	80 lbs.	A-4
Exhibition	2 - 2 1/4	16-18	2	100 lbs.	A-5
Giant	2 1/4 - 2 1/2	18-20	2 1/4	120 lbs.	A-6
Mammoth	2 1/2 - 2 3/4	20-22	2 1/2	140 lbs.	A-7
Large	2 3/4 - 3	22-24	2 3/4	170 lbs.	A-8
Super	3 - 3 1/4	24-26	3	200 lbs.	A-9

The following separate colors available in all of the above sizes  
Red, Pink, White, Yellow, Lavender, Scarlet, Salmon, Cream, Orange, Purple  
Mixed Price plus 1/4 ¢ each

## PACKAGED

BOX NO. 1 or MESH BAG NO. 4  
60 Boxes or 60 Mesh Bags Per Carton  
Weight Per Carton 18 Lbs.

Bulbs Per Box or Bag	Trade Size	Price Per Box or Bag	Price Per Carton	Code No. Box	Code No. Bag
1	Mammoth	10 ¢	\$ 6.00	A-10	A-17
2	Giant	12	7.20	A-11	A-18
3	Exhibition	13 1/2	8.10	A-12	A-19
4	Top	14 1/2	8.70	A-13	A-20
9	Special	21	12.60	A-14	A-21
12	Commercial	22 1/2	13.50	A-15	A-22
18	Garden	25 1/2	15.30	A-16	A-23

BOX NO. 2 or POLYETHYLENE BAG NO. 6  
60 Boxes or 60 Polyethylene Bags Per Carton  
Weight Per Carton 40 Lbs.

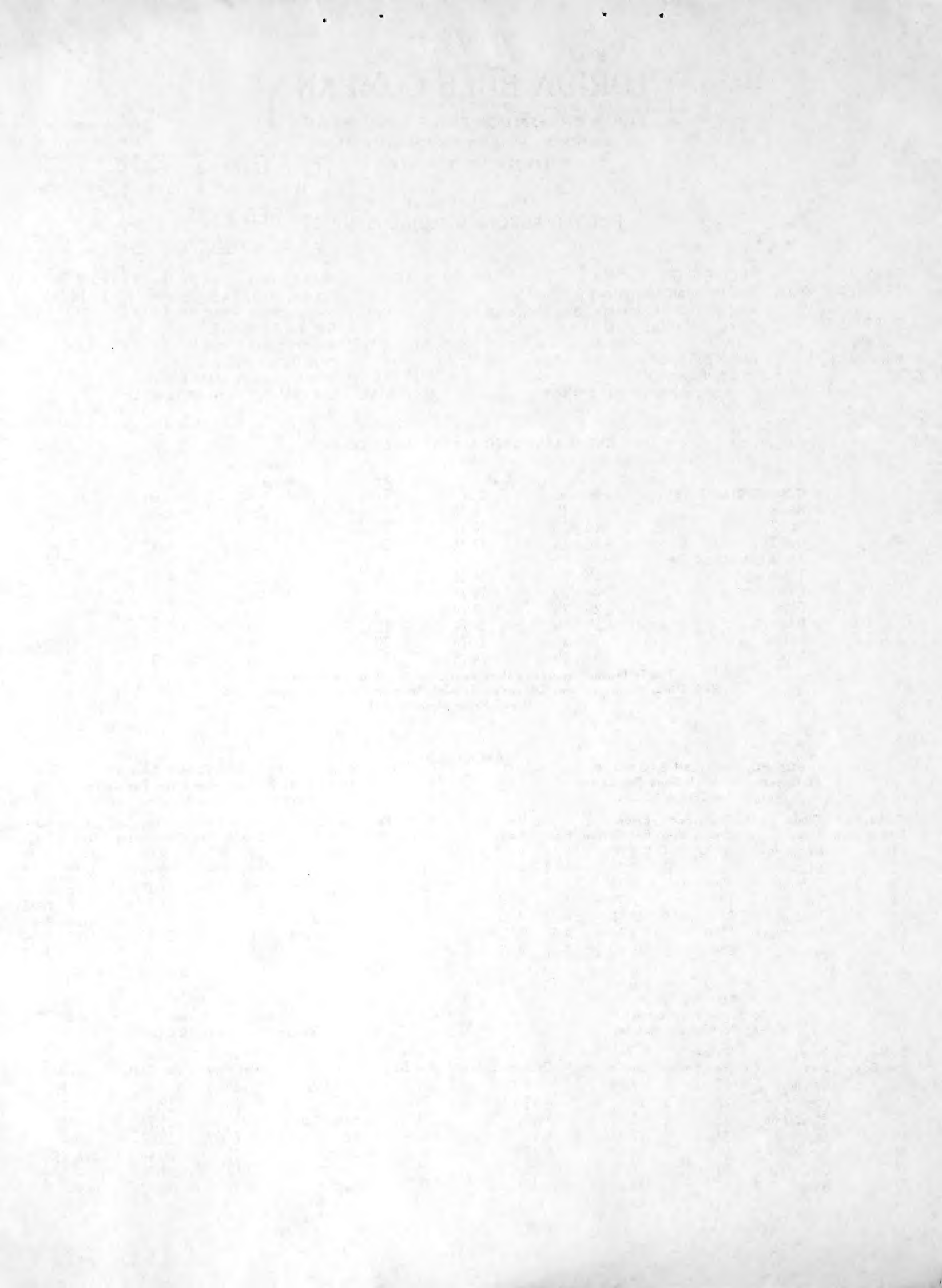
Bulbs Per Box or Bag	Trade Size	Price Per Box or Bag	Price Per Carton	Code No. Box	Code No. Bag
3	Mammoth	15 ¢	\$ 9.00	A-24	A-31
4	Giant	16 1/2	9.90	A-25	A-32
6	Exhibition	19 1/2	11.70	A-26	A-33
7	Top	19 3/4	11.85	A-27	A-34
18	Special	34 1/2	20.70	A-28	A-35
24	Commercial	37 1/2	22.50	A-29	A-36
36	Garden	43 1/2	26.10	A-30	A-37

BOX NO. 3  
36 Boxes Per Carton  
Weight Per Carton 48 Lbs.

Bulbs Per Box	Trade Size	Price Per Box	Price Per Carton	Code No.
6	Mammoth	23 ¢	\$ 8.28	A-38
9	Giant	28 1/4	10.17	A-39
12	Exhibition	32	11.52	A-40
15	Top	34 1/4	12.33	A-41
36	Special	62	22.32	A-42
48	Commercial	68	24.48	A-43
72	Garden	80	28.80	A-44

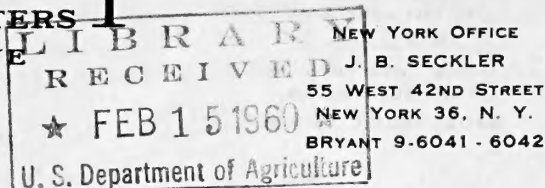
MESH BAG NO. 5  
24 Bags Per Carton  
Weight Per Carton 60 Lbs.

Bulbs Per Bag	Trade Size	Price Per Bag	Price Per Carton	Code No.
12	Mammoth	40 ¢	\$ 9.60	A-45
18	Giant	50 1/2	12.12	A-46
24	Exhibition	58	13.92	A-47
30	Top	62 1/2	15.00	A-48
50	Special	85	20.40	A-49
75	Commercial	\$1.03 3/4	24.90	A-50
100	Garden	1.10	26.40	A-51



# FLORIDA BULB COMPANY

INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA



## World's Finest FLORIDA-GROWN GLADIOLUS BULBS

BRAND: FLORIBULB  
TRANSPORTATION: Full transportation allowance,  
except west of Rocky Mountains  
50% allowance  
SHIPPING SEASON: Throughout entire year

MIN. QUANTITY: Display Racks - 4 cartons any size or  
style as indicated.  
Display Cartons - 1 carton any one size  
as indicated.  
TERMS: 1/10/30

### DISPLAY RACKS - 4 Shelves Aluminum Baked Enamel Finish Size: 48x20x16

#### BOX NO. 1 or MESH BAG NO. 4 60 Boxes or 60 Mesh Bags Per Carton Weight Per Carton 18 Lbs.

Bulbs Per Box or Bag	Trade Size	Price Per Box or Bag	Price Per Carton	Code No. Box Bag
1	Mammoth	14½¢	\$ 8.70	B-1 B-8
2	Giant	16½¢	9.90	B-2 B-9
3	Exhibition	18	10.80	B-3 B-10
4	Top	19	11.40	B-4 B-11
9	Special	25½¢	15.30	B-5 B-12
12	Commercial	27	16.20	B-6 B-13
18	Garden	30	18.00	B-7 B-14

#### BOX NO. 2 or POLYETHYLENE BAG NO. 6 60 Boxes or 60 Polyethylene Bags Per Carton Weight Per Carton 40 Lbs.

Bulbs Per Box or Bag	Trade Size	Price Per Box or Bag	Price Per Carton	Code No. Box Bag
3	Mammoth	19½¢	\$11.70	B-15 B-22
4	Giant	21	12.60	B-16 B-23
6	Exhibition	24	14.40	B-17 B-24
7	Top	24¼	14.55	B-18 B-25
18	Special	39	23.40	B-19 B-26
24	Commercial	42	25.20	B-20 B-27
36	Garden	48	28.80	B-21 B-28

#### BOX NO. 3 36 Boxes Per Carton Weight Per Carton 48 Lbs

Bulbs Per Box	Trade Size	Price Per Box	Price Per Carton	Code No.
6	Mammoth	30½¢	\$10.98	B-29
9	Giant	35¾	12.87	B-30
12	Exhibition	39½	14.22	B-31
15	Top	41¾	15.03	B-32
36	Special	69½	25.02	B-33
48	Commercial	75½	27.18	B-34
72	Garden	87½	31.50	B-35

#### MESH BAG NO. 5 24 Bags per Carton Weight Per Carton 60 Lbs

Bulbs Per Bag	Trade Size	Price Per Bag	Price Per Carton	Code No.
12	Mammoth	51¼¢	\$12.30	B-36
18	Giant	61¾	14.82	B-37
24	Exhibition	69¼	16.62	B-38
30	Top	73¾	17.70	B-39
50	Special	96¼	23.10	B-40
75	Commercial	\$1.15	27.60	B-41
100	Garden	1.21¼	29.10	B-42

### DISPLAY CARTONS 2 Color - Corrugated Size: 27½x17x5

Four colors per carton: Red, Pink, White, Yellow

COMMERCIAL SIZES	Inches	C.M.	Quantity Each Color	Total Quantity	Price Per Carton	Weight Per Carton	Code No.
No. 3	1 - 1¼	8-10	625	2500	\$32.75	80 lbs.	B-43
No. 2	1¼ - 1½	10-12	300	1200	19.50	53 lbs.	B-44
No. 1	1½ - 1¾	12-14	225	900	17.25	59 lbs.	B-45
FLORIDA SIZES							
Top	1¾ - 2	14-16	150	600	13.50	53 lbs.	B-46
Exhibition	2 - 2¼	16-18	125	500	12.75	55 lbs.	B-47
Giant	2¼ - 2½	18-20	80	320	9.50	43 lbs.	B-48
Mammoth	2½ - 2¾	20-22	60	240	8.10	39 lbs.	B-49
Large	2¾ - 3	22-24	40	160	6.30	32 lbs.	B-50
Super	3 - 3¼	24-26	30	120	5.40	29 lbs.	B-51



# FLORIDA BULB COMPANY

GROWERS-IMPORTERS-EXPORTERS

MIAMI 37 FLORIDA

FLORIDA-GROWN GLADIOLUS BULBS

World's Finest

NEW YORK OFFICE  
110 N. W. SEVENTH AVENUE  
NEW YORK 36, N. Y.  
BRYANT 9-6041

U. S. Department of Agriculture

MIN. QUANTITY: Display Racks - 4 cartons any size or style as indicated.  
Display Cartons - 1 carton any size as indicated.  
TERMS: 1-10-30

BRAND: FLORIBULB  
TRANSPORTATION: Full transportation allowance except west of Rocky Mountains.  
SHIPPING SEASON: Throughout entire year.

DISPLAY RACKS - 4 Shelves  
Aluminum Baked Enamel Finish  
Size: 48" x 20" x 16"

BOX NO. 1 or POLYETHYLENE BAG NO. 1  
60 Boxes or 60 Polyethylene Bags Per Carton  
Weight Per Carton 48 Lbs.

BOX NO. 1 or MESH BAG NO. 1  
60 Boxes or 60 Mesh Bags Per Carton  
Weight Per Carton 48 Lbs.

Bulbs Per Box or Bag	Trade Size	Price Per Box or Bag	Code No.
3	Mammoth	19.50	B-1
4	Giant	21.00	B-2
6	Exhibition	24.00	B-3
7	Top	24.00	B-4
12	Special	30.00	B-5
24	Commercial	42.00	B-6
36	Garden	48.00	B-7

Bulbs Per Box or Bag	Trade Size	Price Per Box or Bag	Code No.
1	Mammoth	14.00	B-1
2	Giant	16.00	B-2
3	Exhibition	18.00	B-3
4	Top	18.00	B-4
9	Special	22.50	B-5
12	Commercial	27.00	B-6
18	Garden	30.00	B-7

MESH BAG NO. 2  
24 Boxes per Carton  
Weight Per Carton 48 Lbs.

BOX NO. 3  
36 Boxes Per Carton  
Weight Per Carton 48 Lbs.

Bulbs Per Box	Trade Size	Price Per Box	Code No.
12	Mammoth	21.00	B-25
18	Giant	24.00	B-26
24	Exhibition	28.00	B-27
30	Top	28.00	B-28
50	Special	36.00	B-29
75	Commercial	42.00	B-30
100	Garden	48.00	B-31

Bulbs Per Box	Trade Size	Price Per Box	Code No.
6	Mammoth	20.00	B-25
9	Giant	22.50	B-26
12	Exhibition	24.00	B-27
15	Top	24.00	B-28
26	Special	29.00	B-29
48	Commercial	36.00	B-30
72	Garden	42.00	B-31

DISPLAY CARTONS  
1 Color - Corrugated  
Size: 27 1/2" x 17 1/2"  
Four colors per carton: Red, Pink, White, Yellow

Code No.	Weight Per Carton	Price Per Carton	Total Quantity	Quantity Each Color	C.M.	Inches	COMMERCIAL SIZES
B-43	80 lbs.	23.75	2500	625	8-10	1 - 1 1/2"	No. 3
B-44	80 lbs.	19.50	1200	300	10-12	1 1/2 - 1 3/4"	No. 2
B-45	80 lbs.	17.25	900	225	12-14	1 3/4 - 1 7/8"	No. 1
B-46	80 lbs.	13.50	600	150	14-16	1 7/8 - 2"	FLORIDA SIZES
B-47	80 lbs.	12.75	500	125	16-18	2 - 2 1/2"	Top
B-48	80 lbs.	9.50	350	87 1/2	18-20	2 1/2 - 3"	Exhibition
B-49	80 lbs.	8.10	240	60	20-22	3 - 3 1/2"	Giant
B-50	80 lbs.	6.30	160	40	22-24	3 1/2 - 3 3/4"	Mammoth
B-51	80 lbs.	2.40	120	30	24-26	3 - 3 3/4"	Large
B-52	80 lbs.						Super

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MIAMI 37, FLORIDA

NEW YORK OFFICE

J. B. SECKLER

55 WEST 42ND STREET

NEW YORK 36, N. Y.

BRYANT 9-6041 - 6042

RECEIVED  
★ FEB 15 1960  
U. S. Department of Agriculture

## World's Finest FLORIDA-GROWN FANCY LEAVED CALADIUM BULBS

BRAND: FLORIBULB  
TRANSPORTATION: Full transportation allowance, except west of Rocky Mountains 50% allowance  
SHIPPING SEASON: December 1 - May 1  
DESCRIPTION: Polyethylene with illustrated label and  
BAGS: growing instructions

TERMS: 1/10/30  
MIN. QUANTITY: Bulk - 100 any one size or variety  
Bags - 1 carton any one size  
Display Cartons - 1 carton any one size  
DISPLAY MATERIAL: Colorful display cards supplied free-of-charge on items purchased.

Size Inches	Sunset Mixed Price Each	Named Varieties Price Each	Weight Per 100	Code No.
¾ - 1	3 ¢	3½ ¢	4 lbs.	C-1
1 - 1½	5¼	6¼	8 lbs.	C-2
1½ - 2	8¼	9¼	16 lbs.	C-3
2 - 2½	12	14	24 lbs.	C-4

Size Inches	Sunset Mixed Price Each	Named Varieties Price Each	Weight Per 100	Code No.
2½ - 3	18 ¢	21 ¢	32 lbs.	C-5
3 - 3½	22½	26¼	48 lbs.	C-6
3½ - 4	27	31½	64 lbs.	C-7
4 - 4½	33	38½	80 lbs.	C-8

### VARIETIES

ARRON - creamy white center with narrow green border  
ATTALA - leaves blotched pink with crimson veins  
AUTUMN BEAUTY - pink with deeper pink veins  
AVALON ROSE - white center with red spots, green border  
BLAZE - low growing red with scarlet ribs  
CANDIDUM - white leaf with green ribs and veins  
CRIMSON WAVE - crinkled transparent crimson leaves  
DR. GROOVER - bright pink splotched leaf with green edge  
EDITH MEADE - narrow green edge with snow-white center  
ITACAPUS ! a leading red with medium heavy leaves  
JOHN PEED - bright metallic leaves with red center  
KEYSTONE - olive green leaf with pink ribs and veins  
LORD DERBY - rose-colored leaf with green edge  
MACAHAYBA - bronze with pink and white splotches  
MADAM TRUALL - purplish red with deeper-colored ribs  
MARIE MOIR - white with green veins, spotted red  
MISS CHICAGO - flushed pink with white and red veins  
MRS. W. B. HALDEMAN - bright pink leaf with green edge

MRS. FANNIE MUNSON - bright crimson with scarlet ribs  
MRS. ARNO H. NEHRLING - shaded coppery red with crimson ribs  
MRS. F. SANDERS - deep rose on large dark green leaf  
PINK CLOUD - pale green with pink border  
PINK EXPOSITION - bright pink scarlet leaves, green background  
PINK HORTULANIA - transparent pink, dark red ribs  
POECILE ANGLAIS - heavy leafing, low growing red  
RECONCAVO - deep pink center with dark red veins  
RED ENSIGN - metallic red leaves with green border  
RED FLARE - scarlet leaf blotched with green  
RED HORTULANIA - bright crimson leaves with bluish tint  
RICHARD DECKARD - rose with scarlet ribs, pink blotched  
RISING SUN - brilliant deep red center with red ribs  
SCARLET PIMPERNEL - scarlet leaf with yellowish margin  
SEA GULL - green leaf, white center and white midribs  
SOROCABA - transparent silvery white leaves with green ribs  
SPANGLED BANNER - red leaf, dark ribs with spots of pink  
TRIOMPHE DE L'EXPOSITION - roundish leaf of bright red

### DISPLAY CARTONS

2 Color - Corrugated  
Size: 27½ x 17 x 5

Four commercial varieties per carton  
Weight per carton 50 lbs.

Size Inches	Quantity Each Variety	Total Quantity	Price Per Carton	Code No.
¾ - 1	250	1000	\$36.50	C-9
1 - 1½	200	800	51.50	C-10
1½ - 2	100	400	40.50	C-11
2 - 2½	50	200	29.50	C-12
2½ - 3	45	180	39.30	C-13
3 - 3½	25	100	27.75	C-14
3½ - 4	20	80	26.70	C-15
4 - 4½	15	60	24.60	C-16

### BAGS - SUNSET MIXED

Bulbs Per Bag	Price Per Bag	Bags Per Carton	Price Per Carton	Weight Per Carton	Code No.
1 Garden	8 ¢	200	\$16.00	10 lbs.	C-17
2 Garden	11	200	22.00	20 lbs.	C-18
3 Garden	14	200	28.00	30 lbs.	C-19
1 Commercial	10¼	200	20.50	20 lbs.	C-20
2 Commercial	15½	200	31.00	35 lbs.	C-21
1 Special	13¼	100	13.25	20 lbs.	C-22
2 Special	21½	100	21.50	35 lbs.	C-23
1 Top	17	100	17.00	25 lbs.	C-24
1 Exhibition	23	100	23.00	35 lbs.	C-25
1 Giant	27½	100	27.50	50 lbs.	C-26
1 Mammoth	32	100	32.00	65 lbs.	C-27
1 Large	38	100	38.00	80 lbs.	C-28

# FLORIDA BULB COMPANY

2950 N. W. SEVENTH AVENUE  
MIAMI 32, FLORIDA

NEW YORK OFFICE  
110 WEST 42ND STREET  
NEW YORK 36, N. Y.  
BRUNN 9-6041 - 6042

## FLORIDA-GROWN FANCY LEAVED CALADUM BULBS

World's Finest

**TERMS:** 1/10, 30  
**MIN. QUANTITY:** Bulk - 100 any one size or variety  
Bags - 1 carton any one size  
Display Cartons - 1 carton any one size  
**DISPLAY MATERIAL:** Colorful display cards supplied free-of-charge on items purchased.

**BRAND:** FLORIDABULB  
**TRANSPORTATION:** Full transportation allowance, except West of Rocky Mountains 50% allowance  
**SHIPPING SEASON:** December 1 - May 1  
**DESCRIPTION:** Polystyrene with illustrated label and growing instructions

Size Inches	Mixed Price Each	Named Varieties Price Each	Weight Per 100	Code No.	Size Inches	Mixed Price Each	Named Varieties Price Each	Weight Per 100	Code No.
1 - 1 1/2	3 4	21 4	82 lbs.	C-2	2 1/2 - 3	18 4	21 4	82 lbs.	C-2
1 1/2 - 2	5 1/2	26 1/2	48 lbs.	C-3	3 - 3 1/2	22 1/2	26 1/2	48 lbs.	C-3
2 - 2 1/2	8 1/2	31 1/2	64 lbs.	C-4	3 1/2 - 4	27 1/2	31 1/2	64 lbs.	C-4
2 1/2 - 3	12	38 1/2	80 lbs.		4 - 4 1/2	33	38 1/2	80 lbs.	

### VARIETIES

MRS. FANNIE MUNSON - bright crimson with scarlet tips  
MRS. ARNO H. NEIRLING - shaded coppery red with crimson tips  
MRS. F. SANDERS - deep rose on large dark green leaf  
PINK CLOUD - pale green with pink border  
PINK EXPOSITION - bright pink scarlet leaves, green background  
PINK HORTULANIA - transparent pink, dark red tips  
POECILE ANGALIS - heavy leafing, low growing red  
REGONCAVO - deep pink center with dark red veins  
RED ENGIN - metallic red leaves with green border  
RED FLARE - scarlet leaf blotched with green  
RED HORTULANIA - bright crimson leaves with bluish tint  
RICHARD DECKARD - rose with scarlet tips, pink blotched  
RISING SUN - brilliant deep red center with red tips  
SCARLET PIMPERNEL - scarlet leaf with yellowish margin  
SEA GULL - green leaf, white center and white midrib  
SOROCABA - transparent silvery white leaves with green tips  
SPANGLED BANNER - red leaf, dark tips with spots of pink  
TRIOMFHE DE L'EXPOSITION - roundish leaf of bright red

ARROW - creamy white center with narrow green border  
ATTALA - leaves blotched pink with crimson veins  
AUTUMN BEAUTY - pink with deeper pink veins  
AVALON ROSE - white center with red spots, green border  
BLAZE - low growing red with scarlet tips  
CANDIDUM - white leaf with green tips and veins  
CRIMSON WAVE - crinkled transparent crimson leaves  
DR. GROOVER - bright pink splashed leaf with green edge  
EDITH MEADE - narrow green edge with snow-white center  
ETACAPUS 1 - a leading red with medium heavy leaves  
JOHN REED - bright metallic leaves with red center  
KEYSTONE - olive green leaf with pink tips and veins  
LORD DERBY - rose colored leaf with green edge  
MACAHAYBA - bronze with pink and white splashes  
MAGAM TRUALL - purplish red with deeper colored tips  
MARIE MOIR - white with green veins, spotted red  
MISS CHICAGO - flushed pink with white and red veins  
MRS. W. B. HALDEMAN - bright pink leaf with green edge

### DISPLAY CARTONS

2 Color - Corrugated  
Size: 27 1/2 x 17 x 5  
Four commercial varieties per carton  
Weight per carton 50 lbs.

### BAGS - SUNSET MIXED

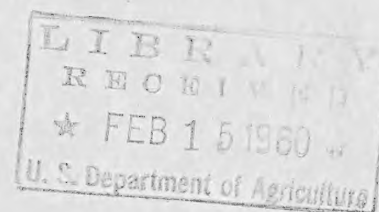
Bulbs Per Bag	Price Per Bag	Bags Per Carton	Price Per Carton	Weight Per Carton	Code No.
1 Garden	8 4	200	216.00	10 lbs.	C-17
2 Garden	11	200	22.00	20 lbs.	C-18
3 Garden	14	200	28.00	30 lbs.	C-19
1 Commercial	10 1/2	200	20.50	20 lbs.	C-20
2 Commercial	12 1/2	200	31.00	35 lbs.	C-21
1 Special	13 1/2	100	13.25	20 lbs.	C-22
2 Special	21 1/2	100	21.50	35 lbs.	C-23
1 Top	17	100	17.00	25 lbs.	C-24
1 Exhibition	23	100	23.00	35 lbs.	C-25
1 Giant	27 1/2	100	27.50	50 lbs.	C-26
1 Mammoth	35	100	35.00	65 lbs.	C-27
1 Large	38	100	38.00	80 lbs.	C-28

Size Inches	Each Variety	Total Quantity	Price Per Carton	Code No.
1 - 1 1/2	250	1000	256.50	C-9
1 1/2 - 2	200	800	51.50	C-10
2 - 2 1/2	100	400	40.50	C-11
2 1/2 - 3	50	200	29.50	C-12
3 - 3 1/2	45	180	39.30	C-13
3 1/2 - 4	25	100	27.75	C-14
4 - 4 1/2	20	80	26.70	C-15
	12	60	24.60	C-16



# FLORIDA BULB COMPANY

INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA



## JOBBER QUOTATIONS

### FLORIDA-GROWN GLADIOLUS BULBS

F.O.B.: Florida

TERMS: Net

#### EXTRA SELECTED SUNSET MIXED COLORS

COMMERCIAL SIZES	Inches	C.M.	Price Per 1000	Weight Per 1000
No. 3	1 - 1¼	8-10	\$ 7.50	30 lbs.
No. 2	1¼ - 1½	10-12	10.00	40 lbs.
No. 1	1½ - 1¾	12-14	12.50	60 lbs.
<b>FLORIDA SIZES</b>				
Top	1¾ - 2	14-16	15.00	80 lbs.
Exhibition	2 - 2¼	16-18	17.50	100 lbs.
Giant	2¼ - 2½	18-20	20.00	120 lbs.
Mammoth	2½ - 2¾	20-22	22.50	140 lbs.
Large	2¾ - 3	22-24	25.00	170 lbs.
Super	3 - 3¼	24-26	27.50	200 lbs.

The following separate colors available in all of the above sizes  
Red, Pink, White, Yellow, Lavender, Scarlet, Salmon, Cream, Orange, Purple.  
Mixed Price plus \$2.50 per 1000

The following varieties available in all of the above sizes - mixed price plus \$5.00 per 1000

Elizabeth the Queen - best of all lavender  
Florence Nightingale - ruffled white  
Friendship - glistening pink  
General Eisenhower - fine begonia rose  
Hopman's Glory - deep yellow  
June Bells - good white  
Lavender Prince - medium lavender  
Margaret Beaton - white with red blotch  
Memorial Day - tall magenta  
Modern Times - large carmine  
Morning Kiss - white shaded rose  
New York - tall red

Paul Rubens - large purple  
Phantom Beauty - soft-shell pink  
Picardy - salmon pink  
Purple Supreme - bright purple  
Red Charm - medium red  
Rose of Lima - pink, lighter edge  
Sans Souci - clear scarlet  
Snow Princess - commercial white  
Spic & Span - ruffled deep pink  
Spotlight - yellow, red blotch  
Valeria - commercial scarlet  
Yellow Herald - clear yellow

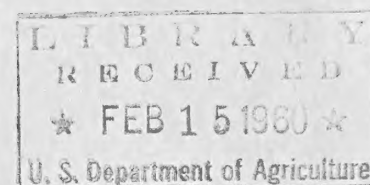
SHIPPING SEASON: Throughout entire year





# FLORIDA BULB COMPANY

INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA



## Jobber Quotations FLORIDA-GROWN FANCY LEAVED CALADIUM BULBS

F.O.B.: Florida

TERMS: Net

COMMERCIAL SIZES	Size Inches	Sunset Mixed Price Per 1000	Named Varieties Price Per 1000	Weight Per 1000
No. 3	$\frac{3}{4}$ - 1	\$ 25.00	\$ 30.00	40 lbs.
No. 2	1 - $1\frac{1}{2}$	43.75	52.50	80 lbs.
No. 1	$1\frac{1}{2}$ - 2	68.75	82.50	160 lbs.
<b>FLORIDA SIZES</b>				
Top	2 - $2\frac{1}{2}$	100.00	120.00	240 lbs.
Exhibition	$2\frac{1}{2}$ - 3	150.00	180.00	320 lbs.
Giant	3 - $3\frac{1}{2}$	187.50	225.00	480 lbs.
Mammoth	$3\frac{1}{2}$ - 4	225.00	270.00	640 lbs.
Large	4 - $4\frac{1}{2}$	275.00	330.00	800 lbs.

### VARIETIES

AARON - creamy white center with narrow green border	MRS. FANNIE MUNSON - bright crimson with scarlet ribs
ATTALA - leaves blotched pink with crimson veins	MRS. ARNO H. NEHRING - shaded coppery red with crimson ribs
AUTUMN BEAUTY - pink with deeper pink veins	MRS. F. SANDERS - deep rose on large dark green leaf
AVALON ROSE - white center with red spots, green border	PINK CLOUD - pale green with pink border
BLAZE - low growing red with scarlet ribs	PINK EXPOSITION - bright pink, scarlet leaves, green background
CANDIDUM - white leaf with green ribs and veins	PINK HORTULANIA - transparent pink, dark red ribs
CRIMSON WAVE - crinkled transparent crimson leaves	POECILE ANGLAIS - heavy leafing, low growing red
DR. GROOVER - bright pink splotched leaf with green edge	RECONCAVO - deep pink center with dark red veins
EDITH MEADE - narrow green edge with snow-white center	RED ENSIGN - metallic red leaves with green border
ITACAPUS - a leading red with medium heavy leaves	RED FLARE - scarlet leaf blotched with green
JOHN PEED - bright metallic leaves with red center	RED HORTULANIA - bright crimson leaves with bluish tint
KEYSTONE - olive green leaf with pink ribs and veins	RICHARD DECKARD - rose with scarlet ribs, pink blotched
LORD DERBY - rose-colored leaf with green edge	RISING SUN - brilliant deep red center with red ribs
MACAHAYBA - bronze with pink and white splotches	SCARLET PIMPERNEL - scarlet leaf with yellowish margin
MADAM TRUALL - purplish red with deeper-colored ribs	SEA GULL - green leaf, white center and white midribs
MARIE MOIR - white and green veins, spotted red	SOROCABA - transparent silvery white leaves with green ribs
MISS CHICAGO - flushed pink with white and red veins	SPANGLED BANNER - red leaf, dark ribs with spots of pink
MRS. W. B. HALDEMAN - bright pink leaf with green edge	TRIOMPHE DE L'EXPOSITION - roundish leaf of bright red

SHIPPING SEASON: December 1 - May 1

74

06

# FLORIDA BULB COMPANY

INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA

## World's Finest FLORIDA-GROWN GLADIOLUS BULBS

BRAND:	FLORIBULB	BOXES:	Measurements - Box No. 1 - 3¼ x 4 x 1¾;
F.O.B.	Miami, Florida		Box No. 2 - 6 x 5 x 1½; Box No. 3 - 6 x 5 x 2½
ROUTING:	Railway Express (unless otherwise instructed)	MESH BAGS:	Measurements - Bag No. 4 - 5 x 6;
SHIPPING SEASON:	Throughout entire year.		Bag No. 5 - 6¾ x 12.
TERMS:	1/10/30	POLY BAGS:	Measurements - Bag No. 6 - 6 x 8½, strong,
MIN. QUANTITY:	Bulk - 250 bulbs any one size,		extra transparent.
	mixed or color.	DISPLAY	Colorful display cards supplied free-of-charge
	Packaged - 1 carton any one size.	MATERIAL:	on items purchased.

### EXTRA SELECTED SUNSET MIXED COLORS Bulk

COMMERCIAL SIZES	Inches	C.M.	Price Per 1000	Weight Per 1000
No. 3	1 -- 1¼	8-10	\$15.00	30 lbs.
No. 2	1¼ - 1½	10-12	17.50	40 lbs.
No. 1	1½ - 1¾	12-14	20.00	60 lbs.
FLORIDA SIZES				
Top	1¾ - 2	14-16	22.50	80 lbs.
Exhibition	2 - 2¼	16-18	25.00	100 lbs.
Giant	2¼ - 2½	18-20	27.50	120 lbs.
Mammoth	2½ - 2¾	20-22	30.00	140 lbs.
Large	2¾ - 3	22-24	32.50	170 lbs.
Super	3 - 3¼	24-26	35.00	200 lbs.

The following separate colors available in all of the above sizes  
Red, Pink, White, Yellow, Lavender, Scarlet, Salmon, Cream, Orange, Purple  
Mixed Price plus \$2.50 per 1000

List of commercial varieties available upon request - mixed price plus \$5.00 per 1000

### PACKAGED

#### BOX NO. 1 or MESH BAG NO. 4 60 Boxes or 60 Mesh Bags Per Carton Weight Per Carton 18 Lbs.

Bulbs Per Box or Bag	Trade Size	Price Per Box or Bag	Price Per Carton
1	Mammoth	10½¢	\$ 6.30
2	Giant	13	7.80
3	Exhibition	15	9.00
4	Top	16½	9.90
9	Special	25½	15.30
12	Commercial	28½	17.10
18	Garden	34½	20.70

#### BOX NO. 2 or POLYETHYLENE BAG NO. 6 60 Boxes or 60 Polyethylene Bags Per Carton Weight Per Carton 40 Lbs.

Bulbs Per Box or Bag	Trade Size	Price Per Box or Bag	Price Per Carton
3	Mammoth	16½¢	\$ 9.90
4	Giant	18½	11.10
6	Exhibition	22½	13.50
7	Top	23¼	13.95
18	Special	43½	26.10
24	Commercial	49½	29.70
36	Garden	61½	36.90

#### BOX NO. 3 36 Boxes Per Carton Weight Per Carton 48 Lbs.

Bulbs Per Box	Trade Size	Price Per Box	Price Per Carton
6	Mammoth	26¢	\$ 9.36
9	Giant	32¾	11.79
12	Exhibition	38	13.68
15	Top	41¾	15.03
36	Special	80	28.80
48	Commercial	92	33.12
72	Garden	\$1.16	41.76

#### MESH BAG NO. 5 24 Bags Per Carton Weight Per Carton 60 Lbs.

Bulbs Per Bag	Trade Size	Price Per Bag	Price Per Carton
12	Mammoth	46¢	\$11.04
18	Giant	59½	14.28
24	Exhibition	70	16.80
30	Top	77½	18.60
50	Special	\$1.10	26.40
75	Commercial	1.41¼	33.90
100	Garden	1.60	38.40





# FLORIDA BULB COMPANY

INCORPORATED  
GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA



## DEALER PRICE LIST

### World's Finest FLORIDA-GROWN GLADIOLUS BULBS

BRAND: FLORIBULB  
F.O.B. Miami, Florida  
ROUTING: Railway Express (unless otherwise instructed)  
SHIPPING SEASON: Throughout entire year

MIN. QUANTITY: Display Racks - 4 cartons any size or style as indicated.  
Display Cartons - 1 carton any one size as indicated.  
TERMS: 1/10/30

DISPLAY RACKS - 4 Shelves  
Aluminum Baked Enamel Finish  
Size: 48x20x16

BOX NO. 1 or MESH BAG NO. 4  
60 Boxes or 60 Mesh Bags Per Carton  
Weight Per Carton 18 Lbs.

Bulbs Per Box or Bag	Trade Size	Price Per Carton	Retail Price Per Bag or Box	Code No. Box	Code No. Bag
1	Mammoth	\$ 9.00	25¢	M-1	M-8
2	Giant	10.50	29	M-2	M-9
3	Exhibition	11.70	32	M-3	M-10
4	Top	12.60	35	M-4	M-11
9	Special	18.00	50	M-5	M-12
12	Commercial	19.80	55	M-6	M-13
18	Garden	23.40	65	M-7	M-14

BOX NO. 2 or POLYETHYLENE BAG NO. 6  
60 Boxes or 60 Polyethylene Bags Per Carton  
Weight Per Carton 40 Lbs.

Bulbs Per Box or Bag	Trade Size	Price Per Carton	Retail Price Per Bag or Box	Code No. Box	Code No. Bag
3	Mammoth	\$12.60	35¢	M-15	M-22
4	Giant	13.80	38	M-16	M-23
6	Exhibition	16.20	45	M-17	M-24
7	Top	16.65	46	M-18	M-25
18	Special	28.80	80	M-19	M-26
24	Commercial	32.40	90	M-20	M-27
36	Garden	39.60	\$1.10	M-21	M-28

BOX NO. 3  
36 Boxes Per Carton  
Weight Per Carton 48 Lbs.

Bulbs Per Box	Trade Size	Price Per Carton	Retail Price Per Bag	Code No.
6	Mammoth	\$12.06	56¢	M-29
9	Giant	14.49	67	M-30
12	Exhibition	16.38	76	M-31
15	Top	17.73	82	M-32
36	Special	31.50	\$1.46	M-33
48	Commercial	35.82	1.66	M-34
72	Garden	44.46	2.06	M-35

MESH BAG NO. 5  
24 Bags Per Carton  
Weight Per Carton 60 Lbs.

Bulbs Per Bag	Trade Size	Price Per Carton	Retail Price Per Box	Code No.
12	Mammoth	\$13.74	95¢	M-36
18	Giant	16.98	\$1.18	M-37
24	Exhibition	19.50	1.35	M-38
30	Top	21.30	1.48	M-39
50	Special	29.10	2.02	M-40
75	Commercial	36.60	2.54	M-41
100	Garden	41.10	2.85	M-42

## DISPLAY CARTONS

2 Color - Corrugated  
Size: 27½x17x5

Four colors per carton: Red, Pink, White, Yellow

COMMERCIAL SIZES	Inches	C.M.	Quantity Each Color	Total Quantity	Weight Per Carton	Price Per Carton	Retail Price Per Dozen	Code No.
No. 3	1 - 1¼	8-10	625	2500	80 lbs.	\$45.25	35¢	M-43
No. 2	1¼ - 1½	10-12	300	1200	53 lbs.	25.50	42	M-44
No. 1	1½ - 1¾	12-14	225	900	59 lbs.	21.75	48	M-45
FLORIDA SIZES								
Top	1¾ - 2	14-16	150	600	53 lbs.	16.50	55	M-46
Exhibition	2 - 2¼	16-18	125	500	55 lbs.	15.25	62	M-47
Giant	2¼ - 2½	18-20	80	320	43 lbs.	11.10	70	M-48
Mammoth	2½ - 2¾	20-22	60	240	39 lbs.	9.30	77	M-49
Large	2¾ - 3	22-24	40	160	32 lbs.	7.10	90	M-50
Super	3 - 3¼	24-26	30	120	29 lbs.	6.00	\$1.00	M-51



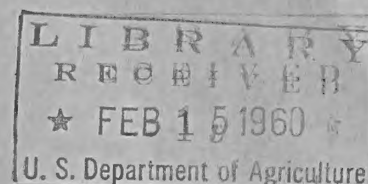


# FLORIDA BULB COMPANY

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GROWERS-IMPORTERS-EXPORTERS  
2950 N. W. SEVENTH AVENUE  
MIAMI 37, FLORIDA

## DEALER PRICE LIST

World's Finest  
FLORIDA-GROWN FANCY LEAVED CALADIUM BULBS



BRAND: FLORIBULB  
F. O. B. Miami, Florida  
ROUTING: Railway Express (unless otherwise instructed)  
SHIPPING SEASON: December 1 - May 1  
DESCRIPTION: Polyethylene with illustrated label  
BAGS: and growing instructions

TERMS: 1/10/30  
MIN. QUANTITY: Bulk - 50 any one size or variety  
Bags - 1 carton any one size  
Display Cartons - 1 carton any one size  
DISPLAY: Colorful display cards supplied  
MATERIAL: free-of-charge on items purchased

## BULK

Size Inches	Sunset Mixed Price Per 100	Named Varieties Price Per 100	Retail Price Each	Weight Per 100	Size Inches	Sunset Mixed Price Per 100	Named Varieties Price Per 100	Retail Price Each	Weight Per 100
3/4 - 1	\$ 5.00	\$ 5.50	9¢	4 lbs.	2 1/2 - 3	\$24.00	\$26.50	44¢	32 lbs.
1 - 1 1/2	8.75	9.75	16	8 lbs.	3 - 3 1/2	30.00	33.00	55	48 lbs.
1 1/2 - 2	13.75	15.25	25	16 lbs.	3 1/2 - 4	36.00	40.00	67	64 lbs.
2 - 2 1/2	20.00	22.00	37	24 lbs.	4 - 4 1/2	45.00	50.00	83	80 lbs.

## VARIETIES

AARON - creamy white center with narrow green border  
ATTALA - leaves blotched pink with crimson veins  
AUTUMN BEAUTY - pink with deeper pink veins  
AVALON ROSE - white center with red spots, green border  
BLAZE - low growing red with scarlet ribs  
CANDIDUM - white leaf with green ribs and veins  
CRIMSON WAVE - crinkled transparent crimson leaves  
DR. GROOVER - bright pink splotched leaf with green edge  
EDITH MEADE - narrow green edge with snow-white center  
ITACAPUS - a leading red with medium heavy leaves  
JOHN PEED - bright metallic leaves with red center  
KEYSTONE - olive green leaf with pink ribs and veins  
LORD DERBY - rose colored leaf with green edge  
MACAHYBA - bronze with pink and white splotches  
MADAM TRUALL - purplish red with deeper-colored ribs  
MARIE MOIR - white with green veins, spotted red  
MISS CHICAGO - flushed pink with white and red veins  
MRS. W. B. HALDEMAN - bright pink leaf with green edge

MRS. FANNIE MUNSON - bright crimson with scarlet ribs  
MRS. ARNO H. NEHRLING - coppery red with crimson ribs  
MRS. F. SANDERS - deep rose on large dark green leaf  
PINK CLOUD - pale green with pink border  
PINK EXPOSITION - pink, scarlet leaves, green background  
PINK HORTULANIA - transparent pink, dark red ribs  
POECILE ANGLAIS - heavy leafing, low growing red  
RECONCAVO - deep pink center with dark red veins  
RED ENSIGN - metallic red leaves with green border  
RED FLARE - scarlet leaf blotched with green  
RED HORTULANIA - bright crimson leaves with bluish tint  
RICHARD DECKARD - rose with scarlet ribs, pink blotched  
RISING SUN - brilliant deep red center with red ribs  
SCARLET PIMPERNEL - scarlet leaf with yellowish margin  
SEA GULL - green leaf, white center and white midribs  
SOROCABA - transparent silvery white leaves with green ribs  
SPANGLED BANNER - red leaf, dark ribs with spots of pink  
TRIOMPHE DE L'EXPOSITION - roundish leaf of bright red

## DISPLAY CARTONS

2 Color - Corrugated

Size: 27 1/2 x 17 x 5

Four commercial varieties per carton  
Weight per carton 50 lbs.

Size Inches	Quantity Each Variety	Total Quantity	Price Per Carton	Retail Price Each	Code No.
3/4 - 1	250	1000	\$56.50	9¢	M-52
1 - 1 1/2	200	800	79.50	17	M-53
1 1/2 - 2	100	400	62.50	26	M-54
2 - 2 1/2	50	200	45.50	38	M-55
2 1/2 - 3	45	180	49.20	46	M-56
3 - 3 1/2	25	100	34.50	58	M-57
3 1/2 - 4	20	80	33.50	70	M-58
4 - 4 1/4	15	60	31.50	88	M-59

## BAGS - SUNSET MIXED

Bulbs Per Bag	Bags Per Carton	Price Per Carton	Retail Price Per Bag	Weight Per Carton	Code No.
1 Garden	200	\$20.00	17¢	10 lbs.	M-60
2 Garden	200	30.00	25	20 lbs.	M-61
3 Garden	200	40.00	33	30 lbs.	M-62
1 Commercial	200	27.50	23	20 lbs.	M-63
2 Commercial	200	45.00	38	40 lbs.	M-64
1 Special	100	18.75	31	20 lbs.	M-65
2 Special	100	32.50	54	35 lbs.	M-66
1 Top	100	25.00	42	25 lbs.	M-67
1 Exhibition	100	29.00	48	35 lbs.	M-68
1 Giant	100	35.00	58	50 lbs.	M-69
1 Mammoth	100	41.00	68	65 lbs.	M-70
1 Large	100	50.00	83	80 lbs.	M-71

